R.J. Reynolds Tobacco Company

BRUCE A. COOK
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To: R. C. Farmer
From: B.A. Cook
Subject: February Status Report
Date: February 18, 1993

VOLUME:

Account	Savings	Full-Price	Total
Fay's Drug	544 (+23.08)	672 (+98.82)	1,216 (+55.90)
Kinney Drug	90 (+91.49)	67 (+123.33)	157 (+103.90)
P & C	606 (+147.35)	607 (+102.33)	1,213 (+122.57)
Tops	430 (+21.81)	642 (+71.20)	1,072 (+47.25)
Wegmans	368 (+15.00)	507 (-3.43)	875 (+3.55)
Herkimer Whls.	448 (+23.76)	576 (+77.78)	1,024 (+49.27)
McLane N/E	4,825 (-4.55)	4,778 (+220.89)	9,603 (+46.75)
Attea	2,563 (-0.89)	862 (+17.44)	3,425 (+3.16)
Bedell	749 (+142.39)	475 (+236.88)	1,224 (+172.00)
Derigo	217 (+16.67)	138 (+39.39)	355 (+24.56)
Tripifoods	1,003 (-6.00)	427 (-49.82)	1,430 (-25.44)
Tzetzo Bros.	154 (-43.38)	184 (+26.03)	338 (-19.14)

Comments:

- Bedell sold 17,765 of L&M products, primarily Pyramids.
- Bedell informed us that ***The Hawk*** is testing a new program, which consists of buying PM product out of state for a 9 week period.
- Camel Distributor Assist Program has been presented to A.D. Bedell, Attea, Derigo, Tzetzo, Kirst, Button, Calderon, Auer, Jones-McIntosh, Jack Gordon, Grays Wholesale, and Herkimer Wholesale.

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"We work for smokers."

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- $12.00 Off Invoice Program will be at Tzetzo, Kirst, Calderon, and Button.

- Private Label brands have been successfully contracted at three new accounts to include Nice N Easy, Sugarcreek, Kinney Drug, and Derigo Sales.

- Private Label programs for Manager Specials are going to be implemented at Express Mart and P&C Food Markets.

MERCHANDISING:

1994 RJR contracts accepted at the following:

- Fay's Drug
- Consumer Beverage
- Kenyon Variety
- CFM Corporate
- Vix Drugs
- Pit Stop
- Smith's Markets
- Wegmans Markets
- Sugarcreek
- Express Mart
- Village Mart

Pending contracts remain at the following:

- AOK
- Sunrise Foods
- Market Basket
- Kinney Drugs
- Island News
- Byrne Dairy
- Arrowmart

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Accrual Program Presented to the following:

- P&C Food Markets
- Fay's Drug
- Tops Markets
- Express Mart
- Village Mart
- Sugarcreek
- M.W.S. Enterprises
- K & K Food Mart
- Robo Gas Stations
- Kenyon Variety
- Petro USA
- Consumer Beverage
- Nice N Easy
- AOK
- Conveniencexpress
- Sunrise Foods
- Herkimer Petroleum
- Clifford Fuels
- Smith's Markets

Joe's Place - Supplemental Advertising Program:

- K & K Food Mart
- Arrowmart
- Robo Gas Stations
- Kenyon Variety
- Village Mart
- Sugarcreek
- M.W.S. Enterprises
- Express Mart
- Clifford Fuels
- Herkimer Petroleum

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Camel Buydowns being placed at the following:

- Robo Gas Stations
- Kenyon Variety
- Sado Gas Sales
- Consumer Beverage
- Wilson Farms
- Express Mart
- Clifford Fuels

Superior Advertising Target accounts include:

- Sugarcreek Stores (80)
- M.W.S. Enterprises (25)

New Store openings announced as follows:

• Wegmans	3 stores
• Tops Markets	8 stores
• P&C Food Markets	5 stores
• Vix Drugs	3 stores
• Kinney Drug	2 stores
• Arrowmart	3 stores

NEW BRANDS:

- Wilson Farms (87 stores) has authorized a 10 carton distribution to each store of Monarch brand styles to include Monarch Menthol Box and Monarch Light Menthol Box.

COMPETITIVE ACTIVITY:

- Parliament - Buy 2 packs, get a free lighter.
- Basic - Buy 2 packs, get a free tape.

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- Jasmine being worked at the Direct Account level.

- PM's Wholesale Masters being presented to street jobbers. To date, reactions are mixed, but some feel that the economy will drive them to participation, especially with Winners being down-scaled.

- Marlboro - Buy 2 packs, get a free lighter.

OTHER:

- A.I.M. Program at Tops is being resolved. John Devine and Kathy Smith from Tops have reviewed the information needs and formatting changes to get on the system.

- Direct Mail Marketing needs to be explored with Fran Creighton.

- Opportunistic Programs at the New York State Fair and D.I.R.T. - details still developing.

- Damaged Goods Program at Tops is in jeopardy. Will look into program at Tzetzo to pick up. Problems would still exist at Wilson Farms creating a Returned Goods Program. P&C Food Markets is currently ready to test a district of P&C Food Markets to work out the administrative details.

- Quality Markets buying and merchandising decisions will be made at the P&C Food Markets warehouse. Responsibility for this account should be switched from L.E. MacWilliams to B.A. Cook as soon as possible.

- Chain Account Responsibility changes are needed as follows:

  --Atlantic to R.M. Duszynski
  --A-Plus to K.L. Myers

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MESSAGE CONFIRMATION

DATE:02/18/94 TIME:10:38

ID:R.J.REYNOLDS SYR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
02/18	10:36	02'08"	1-716-634-3145	G3-S	005	OK

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